

## ABSTRACT

The current technological advancements have brought forth new experiences for society, one of which is the emergence of the metaverse. The metaverse provides a platform where people can socialize virtually but with a sense of reality. Up to this point, the metaverse has been utilized in various fields such as business, healthcare, tourism, and gaming. Users can move and interact as if they are in the real world. However, there are several risks and challenges associated with the metaverse, such as changes in behavioral patterns and cultures towards increased individualism and a decrease in real-life interactions. Additionally, data within the metaverse is susceptible to cyberattacks. Hence, this research aims to analyze Twitter users' sentiments regarding the evolving concept of the metaverse to assess society's readiness to adopt it. In this study, the researcher combines the intelligence of the BERT algorithm (Bidirectional Encoder Representations from Transformers) with a hyperparameter tuning approach to analyze Twitter users' tweets related to the metaverse. Data was collected from Twitter, totaling 8000 data points, using web scraping techniques. The analysis results provide a deeper understanding of Twitter users' responses to the metaverse concept. This study reveals that the majority of tweets express positive sentiments toward the metaverse concept, focusing on its innovative potential and opportunities. The addition of hyperparameter tuning has also been proven to enhance accuracy in sentiment classification, with a 10% increase in model performance accuracy. This research has broad implications for understanding public perspectives on technological trends like the metaverse. By combining the strengths of the BERT algorithm and hyperparameter tuning, this study offers valuable insights for the technology industry and product development.

Keywords: Sentiment Analysis, Twitter, Metaverse, BERT Algorithm, Hyperparameter Tuning.